



World Dryer

Starkmedia

ELECTRONICS HAND DRYERS

The new World Dryer site not only offers a wide variety of high-quality product selections but also a vast amount of resources for customers. From integrations to easy navigation, the new World Dryer site has improved efficiency and functionality to better serve their buyers.

Average Session Duration

Increased By

72%



Background

Started in 1951, World Dryer has specialized in creating innovative and advanced air dryers to optimize any bathroom space. World Dryer shoots to find another way to improve the user experience and maximize the restroom space.

Goals

World Dryer's goal is to improve user experience by developing dryers that are quieter, faster, more sanitary, more efficient, and at the lowest cost of ownership. Starkmedia kept this in mind and at the front of their design when building the new website. One goal that Starkmedia focused on was the paper-to-air conversion value proposition and showing their customers the benefits of using a World Dryer hand dryer.

Challenges

World Dryer's customers can be business owners, architects, contractors or distributors making it necessary for this site to have unique user profiles in mind, allowing easy navigation of the site and relevant resources for each profile. Another challenge was connecting Vendors to the products through the Buying Guide and Sales Calculator in regard to figuring out the most effective user experience to use on the website.

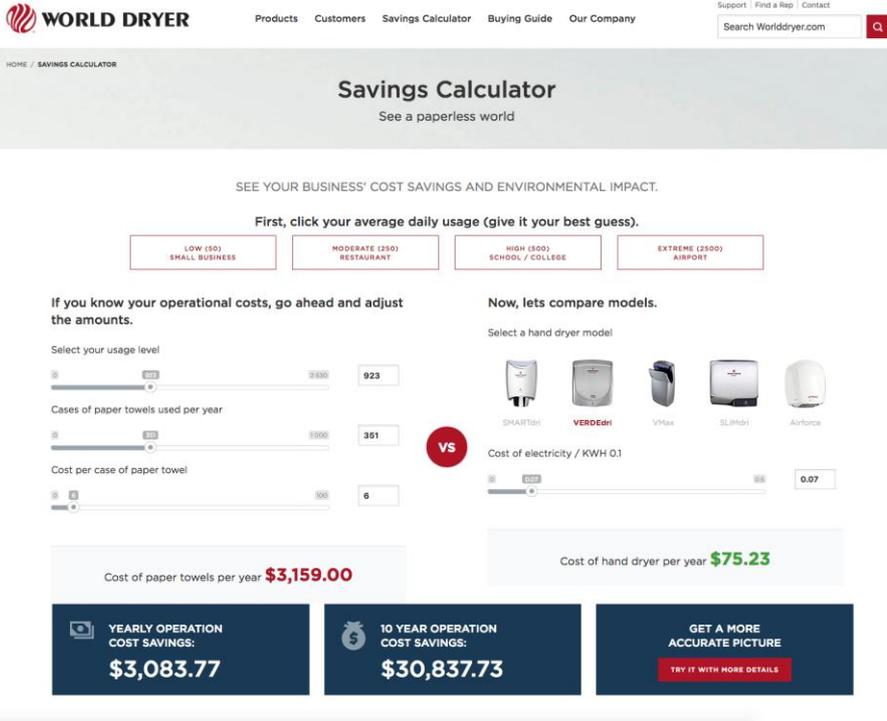
Solution

Market Track was used to link each product to a potential vendor and inform the customer of whether or not the product was in stock. In addition to Market Track, a Buying Guide was created to funnel sales prospects to the exact dryer that they may be looking for based on simple and informative questions. Once the product is chosen, the customer can use the Savings Calculator to determine the annual cost of using the product in contrast to traditional paper towel expenses. These integrations greatly improved the user experience by offering customized features for their client base.

"We are thrilled with our new Kentico site! The Starkmedia team was great to work with and delivered the site on time and on budget."

Dave Krohn

*Director of Digital Marketing & Communications
Zurn Industries*



Results

The new site not only offers a wide variety of high-quality product selections but also a vast amount of resources for the customers. From integrations to easy navigation, the new World Dryer site has improved efficiency and functionality to better serve their buyers.

Key Criteria for Choosing Kentico

By leveraging the Kentico platform, Starkmedia was able to utilize key Kentico components and features that helped implement a new website:

- Intuitive CMS interface
- Multiple contributor levels
- Large file management capabilities
- User management
- Marketing Automation

Starkmedia

Starkmedia is a full-service digital agency that focuses on building awareness and achieving results through web design and development and digital marketing. We know finding the right answers takes asking the right questions, which is why our holistic approach melds analytics with creativity. We do much more than take orders and churn out projects: we develop solutions to drive your brand forward. By leveraging data and insights to foster the most innovative solutions, we help brands thrive and grow.

starkmedia

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